CLAIMS

What is Claimed is:

1. A process for the production of special effect base coat/clear coat two-layer coatings on substrates, comprising the successive steps

(a) applying a special effect base coat layer of a liquid special effect base coat onto the substrates in one or more successive spray passes,

(b) optional drying or curing of the special effect base coat layer,

(c) applying a clear coat layer, and

(d) curing the clear coat layer,

wherein, at least in the final spray pass, application of the special effect base coat proceeds by electrostatically-assisted high-speed rotary application using at least one high-speed rotary coating device comprising a high-speed rotary bell, wherein an electrode ring is rotatably positioned around the high-speed rotary bell and used for external electrostatic charging of the effect base coat spray mist and performs rotational movements about the common axis of rotation with the high-speed rotary bell.

2. The process of claim 1, wherein the substrates comprise industrially mass-produced goods.

3. The process of claim 1, wherein the substrates are selected from the group consisting of automotive bodies, body parts and body fittings.

4. The process of claim 1, wherein the liquid special effect base coat comprises an aqueous special effect base coat.

5. The process of claim 1, wherein the rotational movements of the electrode ring comprise rotational movements selected from the group consisting of rotation at 10 to 100 revolutions per minute, oscillating rotational movement with a frequency of alternation of 0.5 to 2 Hz and sequences of such rotations and oscillating rotational movements.